

University Ringing



Social Media

Produced by the CCCBR Young Ringers Workgroup

Last updated: April 2026 | university.ringing@ccabr.org.uk

1. Platforms

So you want to boost your society's social media presence – great! The first thing to consider is which social media platforms to focus on.

1.1 Whatsapp??

When thinking of social media networks, Whatsapp may not be the first thing that comes to mind. That said, for communication within your society it is definitely worth focusing on. Whatsapp is frequently cited as the most used and most popular social media platform in the UK, including among young people – creating a Whatsapp chat (or even Community) as the primary means of communicating within your society is likely to be the most inclusive and effective choice.



TIP

When recruiting at the start of the year, consider creating a separate Whatsapp group for people that have attended your taster sessions – this will allow you to send out reminders for future practices and advertise events such as handling sessions and socials effectively.

1.2 Instagram

Instagram is likely to be the most useful platform for promoting your society and many bell ringing societies have active Instagram pages. Getting people to follow your Instagram account in Freshers Week can be particularly important for promoting taster sessions and as a means of interested students asking questions by messaging the account.

1.3 Facebook

Facebook may appear to be on the decline among young people, but there are plenty of reasons to have an active presence on the platform. At the time of writing, the Bellringers Facebook group stands at 7.0K members, with new posts daily: it remains the bell ringing platform of choice, making it especially effective for keeping past members up to date with the society. This can also be useful for gathering advice about recruitment.

2. Starting an account

As the most significant platform for recruitment, the rest of this article will focus on maintaining an Instagram account. But what if your society doesn't have one to begin with? Here's all you need to know.

2.1 Name it nicely!

When creating your account, remember you're aiming it at people who might know nothing about bell ringing beyond the fact it exists. Abbreviations (like BUSCR) are not helpful for this reason – instead, you want a name that means an aspiring ringer could search "Birmingham bells," for instance, and immediately find your account.

2.2 Fill it with content

One of the main goals of the account should be to display all the sorts of things your society gets up to. This will of course fill up over time, but to start with, consider posting some content from previous years of your society. Include socials, outings, clips of ringing – whatever you've got to work with! No one will realistically worry about this being posted at a later date, an account without any content is far more likely to be off-putting!

2.3 'Who we are'

Beyond posting general content from your society, a good first post can be a general introductory one. This should explain (briefly) what change ringing is, where and when your practices are and give extra contact details for getting in touch. Examples of socials you organise can also be good to include. Make sure you pin this post so the information is easily accessible. Take a look at [this slide deck](#) as an example of this.

3. Maintaining an account

So you have an account. And you might even have a thriving society to go with it. At this point it's very easy to forget to update the society's social media, yet doing so can keep members past and present invested in the society, while also providing a solid foundation for future recruitment. Here are some tips for keeping it updated.

3.1 Make it a committee job

There are two key benefits to having a social secretary in charge of the society's social media. The first is it's one less thing for the rest of the committee to think about and should ensure you have regular posts. The second is this is a job that can be assigned **regardless** of ringing experience, unlike other committee jobs – this makes it particularly good for getting new ringers involved in the society.

3.2 Don't target bell ringers

As with choosing a name, remember that the role of your social media is to promote the society to potential new recruits. You want to make your posts accessible to all: don't concern yourself with using intricate campanological terminology!

3.3 Yearly Refresh

Don't let your social media become outdated! Redo your introductory 'Who we are' post at the start of every year with new photos, updated details and more. It gives a good impression if the people that appear in your introductory post are the same people that regularly attend the practices!



TIP

Try to make your social media posts routine. End of term posts are a good example of this (consider making a collage for each event in the term – PowerPoint can be very effective for this), while outings and socials are also great occasions to put out posts. Linking your posts to society activities is a reliable way of ensuring you keep it up to date.

4. Promoting your social media

It can feel difficult to feel motivated towards your social media without a base level of engagement, which means you need to find a way to promote your account.

4.1 Within your society

A good place to start is getting your current members to follow the account. They can then promote it to friends and even family – lots of people will be keen to see what you're up to, even if not active ringers.

4.2 Other Bell Ringing Societies

Follow other university societies and they'll follow you back! This can also help with inspiration for your own society's social media. The University Ringing website has most of these linked on the [societies page](#).

4.3 Leaflets

Adding your social media to any leaflets you hand out, particularly at the Freshers Fair, is a great way of promoting your social media. You can do this through the username or even

by adding a QR code which links directly to your social media page. This is explained in more detail in our [Leaflets article](#).

5. Using Social Media in Freshers Week

Using social media effectively throughout Freshers Week will allow you to get the most out of your recruitment efforts.

5.1 Personal Messages

Having encouraged people to follow your account at your stall, follow their accounts back and consider sending a direct message to thank them for dropping by and encourage them to attend a taster session. You can also send reminders on the day of the taster session. This attention to detail on a personal level can make such a huge difference for prospective recruits.

5.2 Regular Stories

Post a story every day in Freshers Week of the stall. This allows you to remind all your new followers about those lovely and overly enthusiastic bell ringers they spoke to, so they can be in no doubt which society's taster session they want to prioritise!

5.3 Persistence Pays Off!

Make sure you persist as much as possible with promoting your society on social media in Freshers Week. Even a detail as seemingly insignificant as deleting and reposting your initial 'Who we are' post so that it appears for new followers might be the nudge someone needs to come and see what bell ringing is all about. They'll forgive you for this unending enthusiasm once they realise they've found their new lifelong hobby (and you might forgive yourself, too).

Conclusion

In a world where social media can really be quite vile, creating, promoting and maintaining an account for your bell ringing society is a comparatively wholesome endeavour. Not only does it provide a fantastic way to get students involved in your society and ringing as a whole, but it allows friends and family to keep up to date with your activities, creates a new committee role that any eager member can take up, and gives you an opportunity to celebrate the successes of your society. Nothing to lose, really.